

ORDER



Orders
Order / Rev: 1319735
Alt Order #:
Product Desc: Gallego and DCCC
Estimate: 2930
Flight Dates: 11/01/16 - 11/03/16
Original Date / Rev: 10/28/16 / 10/28/16
Order Type: Political

KENS

Primary AE: Marty Schack
Sales Office: KENS
Sales Region: LOC

Agency
Name: Screen Strategies / POL
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd, Suite 505
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Gallego Pete/DCCC
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 52147
Agency External ID: 11212AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/03/16	22	\$14,255.00	\$12,116.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	22	\$14,255.00	\$12,116.75	0.00
Totals	22	\$14,255.00	\$12,116.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marty Schack			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KENS	11/03/16	11/03/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	---T---	:30	1	\$165.00	P04-C	0.00	NM	1	\$165.00
N 2	KENS	11/01/16	11/01/16	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-T-----	:30	1	\$240.00	P04-C	0.00	NM	1	\$240.00
N 3	KENS	11/02/16	11/03/16	CBS This Morning CBS This Morning	CM	7-9a	--WT---	:30	2	\$120.00	P04-C	0.00	NM	2	\$240.00
N 4	KENS	11/02/16	11/02/16	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1230p	--W----	:30	1	\$200.00	P04-C	0.00	NM	1	\$200.00
N 5	KENS	11/03/16	11/03/16	Talk Talk	CM	1-2p	---T---	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
N 6	KENS	11/01/16	11/03/16	Jeopardy 430-5p Jeopardy 430-5p	CM	430-5p	-T-T---	:30	2	\$560.00	P03-F	0.00	NM	2	\$1,120.00
N 7	KENS	11/02/16	11/03/16	Local News @ 4p M-F Local News @ 4p M-F	CM	4-430p	--WT---	:30	2	\$300.00	P04-C	0.00	NM	2	\$600.00
N 8	KENS	11/01/16	11/02/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	-TW----	:30	2	\$400.00	P04-C	0.00	NM	2	\$800.00
N 9	KENS	11/03/16	11/03/16	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	---T---	:30	1	\$500.00	P04-C	0.00	NM	1	\$500.00
N 10	KENS	11/01/16	11/02/16	Wheel of Fortune 630-7p Wheel of Fortune 630-7p	CM	630-7p	-TW----	:30	2	\$760.00	P04-C	0.00	NM	2	\$1,520.00
N 11	KENS	11/01/16	11/01/16	Tue Prime A NCIS	CM	7-8p	-T-----	:30	1	\$2,800.00	P03-F	0.00	NM	1	\$2,800.00

Order / Rev: 1319735
 Alt Order #:
 Flight Dates: 11/01/16 - 11/03/16

Advertiser: Gallego Pete/DCCC
 Product Desc: Gallego and DCCC
 Estimate: 2930

KENS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	KENS	11/01/16	11/01/16	Tue Prime B Bull	CM	8-9p	-T-----	:30	1	\$2,520.00	P03-F	0.00	NM	1	\$2,520.00
N 13	KENS	11/02/16	11/02/16	Wed Prime B Criminal Minds	CM	8-9p	--W----	:30	1	\$1,440.00	P04-C	0.00	NM	1	\$1,440.00
N 14	KENS	11/01/16	11/02/16	Local News @ 10p M-F Local News @ 10p M-F	CM	10-1035p	-TW----	:30	2	\$680.00	P04-C	0.00	NM	2	\$1,360.00
N 15	KENS	11/02/16	11/03/16	Late Show Late Show	CM	1035-1137p	--WT---	:30	2	\$200.00	P04-C	0.00	NM	2	\$400.00
													Totals	22	\$14,255.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KENS-TV	Date: 10/28/2016
---	-------------------------

I, Screen Strategies Media,

being/on behalf of: Pete Gallego,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$12,116.75

I represent that the payment for the above described broadcast time has been furnished by:

Texans for Pete and DCCC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Wayne Alexander

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/28/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title